

1999 Direct Mail Issues:

- 1) Verification of YAS group
 - 2) Use of Other Competitive Brands
 - a) Use in all three YAS mailings
 - b) Test
 - c) Substitute quantity for a 4th OWL mailing
 - 3) Menthol / Nonmenthol versioning
 - 4) Name generation
 - a) March direct -- Thank you card w/ refer a friend to BB consumers
(Fulfillment insert)
 - b) June direct -- Nothing
 - c) August -- Survey w/ Refer a Friend
 - d) September -- RAF
 - e) Novmeber -- Survey w/ Refer a Friend
- Note: In 1998, we alternated continuity with name generation card
- 5) Continuity
 - 6) Pack shots for OWLS vs. YAS on coupons

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